13. (New) A method of removing bovine insulin from a liquid fat-free proteinous material originating from cow's milk, comprising

contacting the liquid fat-free proteinous material originating from cow's milk with a styrene-based or acrylic-based macroporous adsorption resin, the proteinous material having a pH of 2 to 8, at a temperature of less than 65°C, whereby the weight ratio of the proteinous material to be treated to the adsorption resin is at most 100:1; and

combining with said resin treatment at least one ultra and dia-filtration treatment of the proteinous material.

- 14. (New) The method as claimed in claim 13 comprising the additional step of concentrating or drying the liquid material so obtained into a protein concentrate.
- 15. (New) The method as claimed in claim 13, wherein whey, a whey protein concentrate, skimmed milk or a casein solution is the liquid fat-free proteinous material originating from cow's milk.
- 16. (New) The method as claimed in claim 15, wherein whey is the liquid fat-free material originating from cow's milk.
- 17. (New) The method as claimed in claim 13, wherein the adsorption resin has a pore size between 50 to 500Å.
- 18. (New) The method as claimed in claim 13, wherein the weight ratio of the proteinous material to be treated to the adsorption resin is 10:1 to 40:1.
- 19. (New) The method as claimed in claim 13, wherein the proteinous material is introduced through a column, filled with an adsorption resin, at a flow rate of 1 to 20 column volumes (BV)/h at a temperature of 2 to 30°C.

- 20. (New) The method of claim 19, wherein the flow rate is 6 to 8 BV/h.
- 21. (New) The method of claim 19, wherein the temperature is 2 to 10°C.
- 22. (New) The method as claimed in claim 13, wherein the proteinous material is contacted with the adsorption resin at a temperature of 2 to 30°C in a mixing vessel, whereby the contact time under mild mixing is below 2 hours.
 - 23. (New) The method of claim 22, wherein the contact temperature is 2 to 10°C.
 - 24. (New) The method of claim 22, wherein the contact time is 60 minutes.
- 25. (New) The method as claimed in claim 13, wherein the liquid fat-free proteinous material originating from cow's milk is ultra and dia-filtered using 5,000 to 25,000 D cut-off membranes, before bringing the proteinous material into contact with the adsorption resin and/or after the adsorption resin treatment.
- 26. (New) The method as claimed in claim 13, wherein the liquid fat-free proteinous material originating from cow's milk is pretreated by clarifying it before bringing it into contact with the adsorption resin.
- 27. (New) The method of claim 26, wherein clarifying is by microfiltration using 0.05 to 1.4 micrometer membranes, ultrafiltration or centrifugation.
- 28. (New) The method of claim 27, wherein clarification is by microfiltration by 0.1 micrometer membranes.
- 29. (New) The method as claimed in claim 14 comprising the additional step of concentrating the liquid material, treated with the adsorption resin, by ultra and diafiltration using 5,000 to 25,000 D cut-off membranes.

- 30. (New) The method of claim 29, wherein the filtration is by 10.000 D cut-off membranes.
- 31. (New) The method of claim 30, wherein the concentrated liquid material is dried into a powder by spray or freeze drying.
- 32. (New) A substantially bovine insulin-free, fat-free proteinous material originating from cow's milk prepared by the method of claim 13.
- 33. (New) A method of preparing a substantially bovine insulin-free infant formula, nutritive preparation, consumable milk, milk drink, or milk preparation using as a protein part the substantially bovine insulin-free, fat-free, proteinous material, originating from cow's milk, prepared by the method of claim 13.
- 34. (New) A method of providing nutrition comprising supplying the substantially bovine insulin-free, fat-free proteinous material, originating from cow's milk, prepared by the method of claim 13.